

NEBRASKA STATE QUARTER DESIGN COMMITTEE MEETING
STATE CAPITOL, ROOM 1525
LINCOLN, NE
Thursday, October 9, 2003 – 9:30 AM

PRESENT: Secretary of State John Gale, Tom Bassett, Virgil Marshall, Dr. Michael Schuyler, Roger Bruhn, Norman Geske & staff member Sharon Hambek

ABSENT: Jodi Rave

Open Meeting Notice: Secretary Gale called the meeting to order at 9:35AM noting there were enough members present to be sufficient for a quorum. He also stated notice of this meeting had been posted on the State's internet public meeting calendar in compliance with the Public Meeting Law. The agenda was posted on the Secretary of State web site and has been available in the office of the Secretary of State for inspection during regular business hours.

Minutes & Agenda: A motion was made by Mr. Bassett, seconded by Dr. Schuyler to accept the agenda as presented. Motion carried. A motion was made by Dr. Schuyler, seconded by Mr. Marshall to approve the minutes as mailed and presented. Motion carried.

Brochure: It was noted the Committee had previously approved \$300 to be spent for the printing of 1,000 brochures. The actual cost of having the brochures printed was \$342.50. The committee was asked for approval of spending the additional \$42.50. A motion was made by Mr. Marshall, seconded by Mr. Howard to approve the expenditure of the additional \$42.50. This bill will be paid out of the funds from the NEBRASKAland Foundation.

Secretary Gale informed the Committee there were only about 300 brochures remaining. He explained that it seemed to be easier to use the brochure to give to someone wanting a form to submit a design than the three page document that had also been produced. Secretary Gale stated he had asked to have a draft of a new brochure for the Committee's review that included a place for the name and address of the individual submitting the design.

Copies of the proposed changes to the brochure were handed out and discussion followed. The "Interesting Facts" had been removed in the new format to allow room for the name and address box. Several Committee members stated they liked having that section in the brochure. They asked if the font was made smaller and perhaps the line spacing decreased, if that would allow enough space to include the "Interesting Facts" segment.

Sloane Signal, a professor at the University Journalism School, was present and Secretary Gale asked for her input. She suggested that several of flaps be landscaped to allow more room. She also suggested it be designed so the individual sending in a design could keep some of the brochure for future reference.

Mr. Marshall made a motion to approve the expenditure to get another 1,000 brochures printed, giving Secretary Gale the authority to approve the final design. Motion was seconded by Mr. Howard. Motion carried.

Kick Off Events: Secretary Gale had set up the banner used at the Kick Off Events and told a little about the icons on it and how it was used at the events. He explained that the NEBRASKAland Foundation logo and the Nebraska Humanities Council logo were included on the banner as a “thank you” to the two organizations for their support of the project. He stated that the events were quite well attended by the public and received good media attention. He thanked everyone that participated.

It was noted that a professional company had been hired to video the event held at the Capitol. They are to edit a tape down to about 10 to 15 minutes to be used when members of the Speakers Bureau are speaking to a group. Plans are to have a copy available at the next meeting to enable Committee members to view it.

Secretary Gale asked Committee members to get any outstanding bills for the Kick Off Events to Sharon Hambek as soon as possible. The Committee will be given a full report of expenditures for the Kick Off Events at the next meeting. Mr. Gale also asked if the Committee would like him to send a thank you letter on their behalf to the NEBRASKAland Foundation for their support. The Committee thought that would be a good idea.

Design Submission Update: Sharon Hambek informed the Committee that she had received approximately 100 requests for a design packet since the Kick Off events. She also stated that she has received some packets of designs from schools already.

Discussion was held whether or not a few of the designs already received should be put on the Secretary of State’s web site for the public to view. It was decided this might be something we want to do at some point but that we should wait until we are a little further into the project.

List of Publications: Committee members received a list of publications that have assisted in promoting the quarter design program. It was decided we should keep a file of all the original publications possible. If anyone has a copy of a publication that has run a story on the Nebraska Quarter Design; they were asked to get it to Sharon. Also members were asked to contact Sharon with any ideas of other publications that might be good to contact for a story.

Sloane Signal: Mr. Gale introduced Ms. Sloane Signal from the University Journalism School. She explained that her class this semester will be reporting on how the Committee might keep the momentum for the project going. Her class next semester would do a much more in depth marketing analysis and marketing strategy report for the Committee.

Categorization Subcommittee: Mr. Marshall presented the attached list of how to number the entries by the category each represented. Discussion was held. It was decided to adopt this list after making several changes. Discussion was held about how and when the entries would be numbered. It was decided if mechanical numbering devices were not too expensive to proceed with purchasing 10 of those. If it was felt they cost too much – then the Categorization Committee would write the number on them as they reviewed them. It also was decided that those that had “illegal” icons would be kept separate and would not be numbered.

A question was raised as to how it would be determined what category an entry belonged in if it had 3 or 4 icons on it. Mr. Marshall explained if it was evident which icon the presenter felt was the most important it would be put into that category. If that was not evident, the subcommittee would simply put it in the “Miscellaneous” category.

A motion was made by Mr. Bassett, seconded by Dr. Schuyler to adopt the numbering system presented by Mr. Marshall. Motion carried.

Public Comment Subcommittee: Publicity items were previously discussed by this committee regarding the Kick Off Event coverage.

Administration Subcommittee: This committee had not met since the last meeting.

Other Business: A question was raised as to who has the final decision on the design of the Nebraska quarter. It was explained the Committee would narrow it down to the three to five designs to submit to the U.S. Mint. The U.S. Mint then has various groups review them and they have the right to deny any or all of those submitted. Mr. Gale pointed out that the U.S. Mint will insist on historical accuracy so this Committee will have to be very careful to submit only designs that pass this test. The designs accepted by the Mint will then be returned to the Governor for the final decision. There was a brief discussion on when the public might be asked for their input. No decision was made on that at this time.

Mr. Howard thanked everyone for their concern about his health and gave an update on his treatment.

Mr. Gale stated we would try to make arrangements with Ms. Signal from the Journalism School to be present at the next meeting to report on what her first class had done on the project.

Mr. Gale also noted he has a meeting set up with the Governor to get his feelings on when he might want to get the public’s opinion on which is the best design. He will report back to this Committee regarding that meeting.

Mr. Marshall introduced his wife Marilyn who was in the audience.

Next Meeting: It was the consensus of the Committee that the full committee should not need to meet again until after the first of the year. All members will be notified when the date and location are determined.

Adjournment: A motion was made by Dr. Schuyler, seconded by Mr. Bassett to adjourn the meeting. Meeting adjourned at 11:35 AM.

Respectfully submitted,

Sharon Hambek
Event Coordinator